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Nota di contenuto	Contents; Acknowledgments; Prologue; Part One; "You've Never Met a Family Like This"; "They Caught the Supermarket Revolution"; "Learn the Business, Young Man"; Part Two; "People First, Groceries Second"; "Blood Makes You Related, but Loyalty Makes You Family"; "You Do Whatever It Takes to Get the Job Done"; "We're Not Normal"; Part Three; "A Predetermined Assault"; "All In"; "Shut It Down"; "Stick Your Neck Out"; "Market Basket Strong"; "The Final Straw"; "Hostages"; "I Am in Awe of What You Have All Accomplished"; Part Four; Challenges Ahead; Lessons; Epilogue; Authors' Note; Appendices
Sommario/riassunto	With its arresting firsthand accounts from the streets and executive suites, We Are Market Basket is as inspiring as it is instructive. What is it about Market Basket and its leader that provokes such ferocious loyalty? How does a company spread across three states maintain a culture that embraces everyone-from cashier to customer-as family? Can a company really become an industry leader by prioritizing stakeholders over shareholders?